

## SERVER-INITIATIVE INFORMATION DISTRIBUTING METHOD AND SERVER-INITIATIVE COMMUNICATION SYSTEM

Patent Number: JP2002041394  
Publication date: 2002-02-08  
Inventor(s): SUZUMURA TAKESHI;; MORI NAOHISA  
Applicant(s): DENTSU INC  
Requested Patent: ☐ JP2002041394  
Application Number: JP20000222527 20000724  
Priority Number(s):  
IPC Classification: G06F13/00; G06F17/60  
EC Classification:  
Equivalents:

---

### Abstract

---

**PROBLEM TO BE SOLVED:** To adapt information distribution to the case involved with high period restriction and high region restriction by performing the information distribution timely.

**SOLUTION:** The information is distributed from a server to a plurality of client terminals 50 connected to the server through the Internet 10. The server accepts advertisement information transmitted from an information provider such as an advertiser through the Internet 10 and stores the advertisement information in an advertisement information database 36. An update detecting means 38 detects that the information is transmitted from the information provider, and an information selecting means 40 selects required advertisement information in the database 36 with this detection as a trigger and distributes the required advertisement information to the terminals 50.

---

Data supplied from the esp@cenet database - I2